

InterGlobe's International Hospitality Brand Miiro expands its footprint to Austria

Miiro Palais Rudolf, Vienna will be the Group's 5th Hotel in Europe

National, 25th August 2025: [Miiro](#), the new lifestyle boutique hotel brand from InterGlobe Enterprises, is delighted to announce its further expansion in Europe, with the opening of [Miiro Palais Rudolf](#), in Vienna, Austria. The hotel, set to open in December, is the latest offering from Miiro, marking its debut in Vienna and the fifth launch in just sixteen months.

InterGlobe's international hotel brand, Miiro is a characterful collection of individually designed hotels in the heart of Europe's most vibrant cities. Each property thoughtfully embodies the unique culture, history, and attractions of its location, actively reflecting the local essence to offer guests a truly immersive experience. With the launch of Le Grand Hôtel Cayré in Paris in 2024, Miiro entered the global hospitality space. This was closely followed by the opening of Borneta in Barcelona, The Mansard in Gstaad and Templeton Garden earlier this year.

Palais Rudolf in Vienna is a key addition to the growing portfolio of Miiro Hotels in Europe. Ideally situated on a tranquil square overlooking the leafy Rudolfsplatz in Vienna's Old Town neighbourhood, the Hotel is just steps away from the city's finest landmarks like the Vienna State Opera, St. Stephen's Cathedral, Hofburg Palace, and upscale boutiques of Graben.

Palais Rudolf is a sophisticated townhouse with 64 bespoke rooms, the space offers a considered retreat in the city and incorporates soft, warm tones and vintage-themed furnishings, featuring carefully selected and locally sourced antiques from Vienna's storied heritage. The building seamlessly integrates with the rich heritage and historic charms of its neighbourhood, offering a timeless retreat for both travellers and locals to gather.

Neena Gupta, CEO of Miiro and Executive Director of Group Strategy and International Hospitality at InterGlobe Enterprises, said, *"We are thrilled to announce the launch of Miiro Palais Rudolf, marking our fifth Miiro hotel opening in just 16 months. Following successful openings in Paris, Barcelona, Gstaad, and London, this launch highlights our focus on bringing the brand's promise of 'Brilliantly Considered Stays' to new markets and expanding our footprint. We look forward to introducing our unique experience to the city starting December 1st."*

Miiro Palais Rudolf also offers an exceptional dining and bar experience, bringing a gentle rhythm to the day – from morning coffee to aperitifs and late-evening conversations. The guests can savour the delicious Italian cuisine in the light-drenched restaurant or unwind with hand-crafted cocktails at the atmospheric hotel bar. The spaces truly capture Miiro's signature warmth, creating

a natural gathering place that is as inviting for locals as it is for discerning travellers. Additional hotel spaces include a comfortable area that welcomes guests as they enter the property, a state-of-the-art gym, and Miiro's signature Refresh Room.

To celebrate its arrival, Palais Rudolf is launching an exclusive opening offer: 20% off the best available rate, complemented by €30 credit to enjoy on site. Reservations are now open on Palais Rudolf's official website. Visit <https://www.miirohotels.com/palaisrudolf> to book your stay.

Building on InterGlobe's established track record of identifying market opportunities and setting new industry benchmarks, Miiro curates immersive and experiential stays that deeply connect travellers with the local culture, elevating and redefining the hospitality experience. Miiro has hotels in Paris, Barcelona, London, and Gstaad, and with more in the pipeline for 2026, including a second stylish property in Vienna's vibrant Spittelberg. In addition to Miiro, InterGlobe has hotel properties in Amsterdam, Munich, Prague, Budapest, Hamburg, and Melbourne.

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About Miiro

Miiro is a new lifestyle hotel brand launching a collection of individually designed hotels with character, located in the heart of Europe's most vibrant cities. Derived from the Latin word "miro", meaning "I wonder" and whose double vowel symbolises reflection, Miiro encourages guests to pause, look around and savour every moment. Each hotel is inspired by the surrounding neighbourhood, with its own personality and connection to the local community.

Miiro is an InterGlobe Enterprises company, India's largest aviation and hospitality conglomerate, which holds leading positions in aviation, hospitality and travel-related services and, through its various businesses, employs more than 70,000 professionals worldwide.

About InterGlobe Enterprises

InterGlobe Enterprises is an Indian travel conglomerate involved in Aviation (IndiGo), Hospitality, Logistics, Technology, Airline Management, Advanced Pilot Training, and Aircraft Maintenance Engineering. InterGlobe, through its various businesses, employs more than 70,000 professionals across 150+ cities globally. Since 1989, the group has been building businesses and working with global brands to deliver Quality and Value. It has been bridging the gap between people and markets through Innovation and Service Leadership. Over the past three decades, InterGlobe has continued to expand its vision, contribution, and footprint, becoming one of India's foremost conglomerates.

For more information, please visit www.interglobe.com